

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) -111

COURSE NAME: Indian Culture (For Foreign Students Only)

LEARNING OBJECTIVES: This course will provide the learners the following:-

1. Understand the rich cultural heritage of India
2. Explore the diversity of Indian traditions, customs, and practices
3. Analyze the influence of historical events on Indian culture
4. Appreciate the contributions of Indian art, music, dance, and literature

PRE-REQUISITES:

- To have a basic understanding of cultural studies.

COURSE OUTCOMES (COs): After completion of this course, the learners will be able to:-

| CO # | Detailed Statement of the CO | BTL | Mapping with POs |
|------|--|-------|------------------|
| CO1 | Understand the rich cultural heritage of India | BTL-2 | PO1, PO4 |
| CO2 | Explore the diversity of Indian traditions, customs, and practices | BTL-3 | PO2, PO5 |
| CO3 | Analyze the influence of historical events on Indian culture | BTL-4 | PO3, PO6 |
| CO4 | Appreciate the contributions of Indian art, music, dance, and literature | BTL-5 | PO4, PO7 |

Mapping of Course Outcomes to Program Outcomes: (Scale - 1: Low, 2: Medium, 3: High)

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|----------------|-------------|------------|----------|------------|------------|-------------|-------------|------------|-------------|
| CO1 | 3 | 3 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 1 |
| CO3 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
| CO4 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 2 | 2 |
| Average | 2.75 | 2.5 | 2 | 2.5 | 1.5 | 1.75 | 1.75 | 1.5 | 1.25 |


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